

<i>SERFF Tracking Number:</i>	<i>PHYS-126830735</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>46892</i>
<i>Company Tracking Number:</i>	<i>EML_AGENCYMSUPAR_001 (0910)</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>EML_AGENCYMSUPAR_001 (0910)/EML_AGENCYMSUPAR_001 (0910)</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup

SERFF Tr Num: PHYS-126830735 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 46892

Sub-TOI: MS09.000 Medicare Supplement
Other 2010

Co Tr Num:
EML_AGENCYMSUPAR_001
(0910)

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara
Magee-Garcia
Date Submitted: 09/24/2010

Reviewer(s): Stephanie Fowler
Disposition Date: 10/13/2010

Disposition Status: Filed-Closed
Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: EML_AGENCYMSUPAR_001 (0910)

Project Number: EML_AGENCYMSUPAR_001 (0910)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 10/13/2010

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 10/13/2010

Created By: Sonya Dickey

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Sonya Dickey

Filing Description:

RE: Medicare Supplement advertisements

Email advertisements: EML_AGENCYMSUPAR_001 (0910), EML_AGENCYMSUPAR_001b (0910)

Attached are copies of the above referenced material for your review and approval. These emails will be sent to current customers to create an interest in the following Medicare Supplement Policies:

Policies Medicare Supplement Plans Approval Dates

P020AR A 8-12-09

SERFF Tracking Number: PHYS-126830735 State: Arkansas
 Filing Company: Physicians Mutual Insurance Company State Tracking Number: 46892
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 TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
 Product Name: Med Sup
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 P025AR F 8-12-09
 P026AR G 8-12-09
 P027AR High Ded F 8-12-09

The subject line has four different options. These options are variable and have been bracketed in the pdf.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663 or (402)633-1663. You may also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com
 2600 Dodge Street 402-633-1663 [Phone]
 Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
 2600 Dodge Street Group Code: 367 Company Type:
 Omaha, NE 68131 Group Name: State ID Number:
 (402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: \$50 per form 2 forms
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	09/24/2010	39863845

<i>SERFF Tracking Number:</i>	<i>PHYS-126830735</i>	<i>State:</i>	<i>Arkansas</i>
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	10/13/2010	10/13/2010

<i>SERFF Tracking Number:</i>	<i>PHYS-126830735</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>EML_AGENCYMSUPAR_001 (0910)/EML_AGENCYMSUPAR_001 (0910)</i>		

Disposition

Disposition Date: 10/13/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: PHYS-126830735 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 46892
Company Tracking Number: EML_AGENCYMSUPAR_001 (0910)
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Med Sup
Project Name/Number: EML_AGENCYMSUPAR_001 (0910)/EML_AGENCYMSUPAR_001 (0910)

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	EML_AGENCYMSUPAR_001 (0910)	Filed	Yes
Form	EML_AGENCYMSUPAR_001b (0910)	Filed	Yes

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Form Schedule

Lead Form Number: EML_AGENCYMSUPAR_001 (0910)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/13/2010	EML_AGE NCYMSUP AR_001 (0910)	Advertising	EML_AGENCYMSU PAR_001 (0910)	Initial			EML_AGENC YMSUPAR_0 01 (0910).pdf
Filed 10/13/2010	EML_AGE NCYMSUP AR_001b (0910)	Advertising	EML_AGENCYMSU PAR_001b (0910)	Initial			EML_AGENC YMSUPAR_0 01b (0910).pdf

FROM: The Physicians Mutual Family
SUBJECT OPTIONS: [Getting ready for Medicare?]
[Get help with Medicare Supplement insurance]
[Simple answers to your Medicare questions]
[Don't make decisions about Medicare without knowing the facts]

Physicians Mutual Insurance Company*



**Physicians
Mutual**

Insurance for all of us.*

Having trouble seeing this email? [View as a Web page.](#)

Medicare can be confusing ... We can make it simple.

We know how confusing Medicare can be. There are so many options that making informed decisions can be hard.

That is where Physicians Mutual helps make it easy. Our producers are considered experts in Medicare and Medicare Supplement insurance. They can explain all your options, including:

- The benefits you can receive from Medicare
- How to get help paying the bills Medicare doesn't cover
- Ways you can get the right coverage at the right price

Because you're already one of our customers, we want to make sure you get this valuable information now, while you are in your open enrollment period. Plus, it comes from a reliable company you already know and trust.

Visit www.PhysiciansMutual.com for more information or call [999-999-9999] to find a producer in your area.



**Call us today at
[999-999-9999]**

Don't make Medicare decisions without knowing all your options. Let our experienced producers help.

[Products](#) | [About Us](#) | [Contact Us](#) | [Privacy Policy](#)

Physicians Mutual Insurance Company is not connected with or endorsed by the U.S. Government or the Federal Medicare Program. A producer will provide complete details, including costs and limitations. Medicare Supplement Insurance Policy Kinds: P020/P025/P026/P027.

To ensure delivery, please add customerservice@email.physiciansmutual.com to your address book or safe list. This email was sent to [email@emailaddress.com]. If you no longer wish to receive information about new and valuable services, simply [unsubscribe](#) from future emails.

Physicians Mutual Insurance Company • 2600 Dodge Street • Omaha, NE 68131-2671

FROM: The Physicians Mutual Family
SUBJECT OPTIONS: [Getting ready for Medicare?]
[Get help with Medicare Supplement insurance]
[Simple answers to your Medicare questions]
[Don't make decisions about Medicare without knowing the facts]

Physicians Mutual Insurance Company*



**Physicians
Mutual**

Insurance for all of us.*

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- The benefits you can receive from Medicare
- How to get help paying the bills Medicare doesn't cover
- Ways you can get the right coverage at the right price

Get this valuable information now, before you make important decisions about your future ... and rest easy knowing it comes from a stable, [108]-year-old company you can rely on.

In fact, for [18] years, we've been named to the Ward's 50 List of Top Performing Insurance Companies, based on our outstanding financial results.

Visit www.PhysiciansMutual.com for more information or call [999-999-9999] to find a producer in your area.



**Call us today at
[999-999-9999]**

Don't make Medicare decisions without knowing all your options. Let our experienced producers help.

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